

AUA 2022

MAY 13-16

New Orleans

EXHIBITOR RULES & REGULATIONS



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Thank You for reading the Exhibitor Rules and Regulations for AUA2022.

By signing the 2022 AUA Annual Meeting (AUA2022) Application and Contract for Exhibit Space (Contract), Exhibitors agree to abide by all requirements of the Terms, Conditions and Rules (Terms) of the Contract, Exhibitor Prospectus (Prospectus), Exhibitor Rules and Regulations (Rules) enclosed herewith and any regulations for exhibits by the Ernest N. Morial New Orleans Exhibition Hall Authority (NOEHA) for the 2022 AUA Annual Meeting in New Orleans, LA, over the dates of May 13 – 15, 2022 (Show). Exhibitors must at all times have one or more responsible individuals present in their booth who are knowledgeable about the Contract Terms, Exhibitor Prospectus, Exhibitor Rules and Regulations and the Ernest N. Morial New Orleans Exhibition Hall Authority (NOEHA) Exhibition Regulations to ensure compliance. The signer of the Contract also agrees to share the Terms, Prospectus and Rules, enclosed herewith, with all representatives who will staff the exhibit space in New Orleans, LA.

All requirements of the Terms, Prospectus, and Rules will be enforced without exception. Any violations of these exhibit requirements will be addressed by AUA Show Management (Show Management).

Exhibitors are obliged to comply with any additional rules established by the AUA, at any time, in order to manage the Show.

Visit AUAnet.org/AnnualMeeting for the latest updates on the meeting. Contents of the Prospectus and Rules may be downloaded from the Exhibitor area of the site.

APPLICATION AND SPACE ASSIGNMENT

APPLICATION

Following Advanced Booth Selection, the AUA will offer space on a first-come, first-served basis. To reserve your space, please visit AUAnet.org/AnnualMeeting and select **“Enter Your Booking Code or I Need Space”**. This link will take you to our online contracting site for you to select your exhibit space and complete and sign the 2022 Exhibit Application for a Contract for Exhibit Space.

All reservations must be made using the official 2022 Online Exhibit Application at AUAnet.org/AnnualMeeting.

The signatory on the application of designee shall be the exhibitor's official representative, who certifies additional representatives and acts on behalf of the Exhibiting Company for all negotiations and approvals.

EXHIBIT ELIGIBILITY

Eligibility to exhibit at the AUA Annual Meeting is determined solely by the AUA and generally restricted to companies directly related to the urological/medical field. **Any medical device, pharmaceutical, or other type of medical product exhibited must comply with all applicable FDA regulations for presentation to U.S. attendees.** The AUA reserves the right to require information from companies before booth assignment is finalized. When an exhibitor is found to be ineligible or in violation of any exhibit rule or regulation, in whole or in part, the AUA may deny space assignment or, when the exhibitor is on show site, close the exhibit, at its sole discretion, and remove it from the Show.

AUA exhibits are held primarily for the education of urologists and allied health professionals. The exhibitor may take orders for products and services at its own exhibit space; however, in keeping with the educational character of the Show, products or services, for which orders are taken, must be delivered by the exhibitor to the purchaser at the close of the Show and not during the Show. Exceptions to this regulation must be requested in writing to the

AUA prior to the Show.

ExpoSuites and Skills Workshops are only available to confirmed exhibitors. An exception may be made to permit a company that is not a confirmed exhibitor to contract an ExpoSuite if that company does not currently offer a product to U.S. urologists.

SPACE ASSIGNMENT

The AUA assigns exhibit space based on the priority points system during the advance or on-site placement session at the prior Annual Meeting and thereafter placed in the order the contract and full payment are received. An advance space selection program was conducted online **July – October 2021**, for AUA2022 exhibitors, based on priority points earned. The most updated floor plan includes those selections and is available at AUAnet.org/AnnualMeeting.

Prospective exhibitors will be reviewed by Show Management for suitability of products or services to the attendees at the Show. A completed Contract for Exhibit Space with full payment must be received before space will be assigned.

Booth confirmations will be emailed to approved exhibitors automatically once an application is accepted.

The exhibitor shall not assign or sub-license or apportion, the whole or any part of assigned exhibit space to a third party, its rights to the exhibit space, or any portion thereof, without the written consent of the AUA, which the AUA may withhold at its sole discretion. If such consent is given, the exhibitor shall assume full responsibility for the conduct of the assignee or sub-licensee and all its representatives, including any costs, penalties or fees assumed by the assignee or third party.

The AUA will make every effort to accommodate your preferences and requests for exhibit space. The AUA reserves the right to make any modifications that may be necessary to best accommodate all requests. Companies requesting adjoining space, or any special

requests should submit them in writing along with the application to exhibit.

The AUA makes no definitive advance representations or warranties with respect to the demographic nature of attendees and/or traffic volume at exhibits and/or numbers of attendees at the Show.

POLICY

BOOTH RELOCATION AND FLOORPLAN CHANGES

If it becomes necessary, the AUA retains the exclusive right to revise the S&T Hall floor plan(s) and/or relocate any assigned. Exhibitors as necessary for the betterment of the Event as determined solely by the AUA. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and may be subject to relocation. While every effort will be made to ensure that exhibitor has the best booth space possible, the AUA does not guarantee that exhibitor will not be placed next to a competitor exhibitor.

CANCELLATION

If a written cancellation is received by the AUA on or before **October 29, 2021**, a full refund will be granted, less two hundred fifty dollars (\$250) to be withheld as a cancellation fee. Any cancellations by the Exhibiting Company after **October 29, 2021** will forfeit all payments made to the AUA under this agreement. Note that any Exhibiting Company that cancels exhibit space after **October 29, 2021** and BEFORE it has made full payment, is liable for the full payment of the original cost of the total exhibit space. The AUA shall have the right to use cancelled space to suit its own convenience, including the selling of space to another exhibitor without any rebate to the Exhibiting Company.

DOWNSIZING

If a written downsizing request is received by the AUA on or before **October 29, 2021**, a full refund of the price differential will be granted. Notification of downsizing received after **October 29, 2021**, will not be subject to refund of any portion of the differential. The AUA retains the exclusive right to revise the S&T Hall floor plan(s) and/or relocate any assigned exhibitors as determined solely by the AUA. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and may be subject to relocation by the AUA.

No partial or total refunds will be made after **October 29, 2021** under any circumstances or for any reason.

MERGERS AND ACQUISITIONS

Exhibiting organizations undergoing mergers are required to inform the AUA in writing of their exhibitor status and intentions regarding consideration of combining priority points of the new exhibiting entity. AUA exhibitors are permitted to combine all accumulated AUA priority points of all merging organizations if the total net square feet of exhibit space leased by the merging exhibitors remains the same or exceeds that space leased by the individual exhibitors at the most recent Annual Meeting and if that total remains consistent for three (3) consecutive years. Failure to maintain this level will result in a loss of combined points and the exhibitor will revert to the highest points from one company, plus any points earned since the merger.

PAYMENT

All booth spaces must be paid in full before any exhibitor **is allowed into the AUA Science & Technology Hall (S&T Hall)**. Full payment for exhibit space must be received prior to space assignment. Any company in violation of this policy will not be allowed on the Show floor until complete payment is received. Any costs associated with the storage, movement, and shipping of exhibitor freight due to late payment of space fees will be the responsibility of the exhibitor.

PRIORITY POINTS

Priority points are calculated based on a five-year (2017-2021) history of exhibiting and are the basis for determining on-site placement of exhibit booths. A listing of current priority points for exhibitors and a complete priority point policy may be requested from the AUA. Each year points are awarded as follows:

- 1 point for each 100 square feet of exhibit space
- 1 point for each year of exhibiting
- 3 points for exhibiting for five consecutive years
- 3 points for participating in post-Annual Meeting survey

Additional ways to earn points annually:

- 5 points for utilizing official housing service of the AUA, onPeak*
- 5 points for utilizing 90% of reserved housing block (based on 90% total room nights with a minimum of 10 rooms on the peak night) *

* Note: Due to verification requirements, priority points for housing will be awarded during the selection process for the Annual Meeting two years after they are earned.

Priority points can also be earned by supporting S&T Hall opportunities. Sponsorship points will be awarded for the current meeting and applied forward to the next year's point total.

Priority points for support of Science & Technology Hall sponsorships will be awarded as follows:

- 5 points per day for Skills Workshops
- 5 points per program in the Industry Clinical Update Theater
- 5 points for participation in Skills Challenge

LOSS OF PRIORITY POINTS

Priority points may be subtracted from exhibitors' accounts for violations of the AUA rules and regulations. All decisions about the removal of points are at the sole discretion of the AUA and will be explained in writing to the exhibitor by the AUA.

RULES INTERPRETATION AUTHORITY

All AUA rules, regulations and policies, as well as any matters not specifically covered in published exhibitor rules, regula-

tions and policies, are subject to final interpretive review by Show Management. The decision of Show Management in all matters shall be final and binding on all exhibitors. Failure to comply with any AUA rules will result in a loss of priority points for the year and may include closing of the exhibit and/or expulsion from the Show.

TERMINATION OF AGREEMENT TO EXHIBIT

The AUA shall be entitled to terminate this agreement forthwith, close the exhibit and remove the exhibitor's property from the exhibit space at any time for failure by the exhibitor or its duly authorized assignee or any of its officers, agents, employees or

other representatives to perform, meet or observe any Terms set forth in the Contract or any conditions set forth in the Prospectus or Rules or any rule or policy instituted by the AUA subsequent to the afore-mentioned published Rules and policies or any show site decisions regarding enforcement of Rules and policies by Show Management. When time and circumstances permit, Show Management will issue notice and provide a reasonable opportunity to correct any violation. However, Show Management will have absolute authority in the enforcement of AUA rules, including closing booths, moving booths, expelling exhibitor's personnel and the removal of exhibitor from the Show.

EXHIBITOR CONDUCT AT THE AUA ANNUAL MEETING

By signing the AUA2022 Application and Contract for Exhibit Space (Contract), exhibitors agree to the following conduct rules:

- The primary AUA rule of booth conduct and product display is to show consideration and courtesy to attendees and other exhibitors.
- The exhibitor and its representatives shall not congregate or solicit trade or conduct business in the aisles of the S&T Hall, other exhibitor's exhibit space or in any other areas of the Show building, other than their leased booth space. Violators of this rule are subject to immediate removal from the Show and forfeiture of show badges.
- The exhibitor shall not enter into another exhibitor's exhibit space without invitation or when unattended. Violators of this rule are subject to immediate removal from the Show and forfeiture of show badges.
- Prior written consent of the AUA is required for the employment or use of any live model, demonstrator, solicitor, or device for the mechanical reproduction of sound. Such employment or use shall be confined to the exhibit space. The AUA, at its sole discretion, may withdraw its consent at any time, at which time the exhibitor shall terminate such activity forthwith.
- Distribution of pamphlets, brochures, or any advertising matter must be confined to the exhibitor's leased space.
- No exhibitor will organize or participate in any events, meetings, exhibitions, or functions in the greater New Orleans area during the 2022 AUA Annual over the dates of **May 13 – 16, 2022** without the prior written approval of the AUA.
- No one under the age of 18 is allowed admission to the S&T Hall at any time.
- The exhibitor shall refrain from any action that will distract attendees from attending the Show.
- Neither the exhibitor nor any of its representatives shall conduct themselves in a manner offensive to Show Management standards of decency, professionalism or good taste.
- Any dispute between exhibitors, or any issue with respect to interpretation of these rules for exhibitor conduct, shall be brought promptly to the attention of Show Management or authorized AUA official, whose decision relating to the matter

shall be final and binding on all parties.

- Any inappropriate conduct, including but not limited to harassment, threatening physical or verbal actions, or disorderly or disruptive conduct, will not be tolerated.
- **Exhibitors are obliged to comply with any additional rules established by the AUA, at any time, in order to manage the Show.**

Failure to comply with any AUA rules will result in a loss of priority points for the year and may include closing of the exhibit and/or expulsion from the Show.

ATTIRE

Exhibit personnel and/or models contracted by Exhibiting Companies must be attired in a manner that shall conform to accepted business and social standards. Show Management shall be the sole arbiter of this policy and of any disagreements. The exhibitor shall abide by any decision relating to suitable attire made by the AUA.

AUA NAME AND LOGO USAGE

The AUA name, logo and/or other identifying marks of the American Urological Association, Inc.® or American Urological Association Education and Research, Inc.® may not be used in signs, advertising, or promotion in any media before, during or after the Show. Immediate removal from view and circulation of items displaying the unauthorized AUA name, logo, etc. will be expected of all exhibitors and their agents. The AUA Annual Meeting "show look" may not be used in signs, advertising, or promotion in any media. The AUA Annual Meeting logo may be used with prior written permission from the AUA.

COVID-19 COMPLIANCE

Exhibitors will be required to comply with AUA, state, local and venue requirements in effect and communicated to exhibitors at the time of the event, relating to COVID-19 mitigation.

CROWD CONTROL

All exhibitor activities should include plans to prevent attendees visiting their exhibit and booth activities from congesting the aisles and disrupting neighboring exhibits. Rope and stanchion is required to confine large gatherings within exhibit perimeters and will be ordered and installed, if necessary, at the exhibitor's expense.

Attendee congestion in the aisles outside a booth is an indicator of the need for a larger booth, which may be required by the AUA for the exhibitor to participate in future AUA exhibitions.

DISTRIBUTION OF PHARMACEUTICAL PRODUCTS

Any and all sales, dispensing and/or delivery of pharmaceutical products of any kind are strictly prohibited. Violation of this rule will result in the immediate termination and closing of the offending exhibit. The Exhibiting Company will also forego any and all monies paid to the AUA and all accrued priority points. It is at the sole discretion of the AUA to prohibit participation in future AUA meetings by offending exhibitors.

FDA REGULATIONS

Any medical device, pharmaceutical or other type of medical product exhibited must comply with all applicable FDA regulations for presentation to U.S. attendees. Exhibitors shall have available, upon demand, FDA approval and status documentation for all exhibited products and devices. Any medical device, pharmaceutical or other type of medical product still under clinical investigation that is graphically depicted at a commercial exhibit must:

- Be prominently labeled as still being under clinical investigation
- Contain only objective statements about the product
- Contain no claims on safety, effectiveness, or reliability
- Contain no comparative claims to other marketed products
- Exist solely for the purpose of obtaining investigators
- Be accompanied by directions for becoming an investigator and a list of investigator responsibilities
- Contain the statement: "Caution—Investigational Product—limited to investigators' investigational use" or a similar statement of prominent size and placement

Furthermore, if the product is not licensed or approved by the FDA for use in urological procedures, that fact must be properly disclosed following FDA guidelines. Additional information regarding FDA regulations may be obtained directly from the FDA at 888-463-6332 and www.fda.gov.

Additional constraints may apply. It is important that exhibitors comply with and remain updated on FDA guidelines for exhibits and promotions to U.S. physicians and health care professionals. The AUA is not responsible for monitoring or approving exhibitor product displays and advertising as it relates to FDA compliance. The AUA will follow FDA instructions from official FDA personnel at the Show relating to correcting any violation of FDA policy by an exhibitor, including closing and removal of an exhibit from the Show.

FLASHING LIGHTS AND OTHER PROHIBITED ITEMS

The use of flashing lights, megaphones, loudspeakers, side-show tactics or other noisy or undignified displays (i.e. excessive noise, heat, light, or pollution emanating from exhibits) is prohibited.

Helium balloons, sand, glitter, confetti, magnets, popcorn, nuts in shells, fried foods (cooked in booth), live animals (except pre-approved exhibits and service animals for the physically challenged), stick-on decals or other adhesive items, or any other items that are expressly prohibited New Orleans Ernest N. Morial Convention Center, are not allowed. **Note: The AUA's list of prohibited items supersedes that for the NOENMCC. Although the facility allows some of the above prohibited items, the AUA reserves the right to make the final decision.**

PHOTOGRAPHY

No photographing or videotaping of the S&T Hall is allowed, without written pre-approval by the AUA. Photographing another exhibit or display is prohibited.

Unauthorized photographs and video (digital and analog) and photographic image storage mediums, including emails, electronic distribution on social media sites and internet/web-based systems, portable telephones, electronic tablet devices, etc., will be confiscated and are subject to destruction by Show Management. Exhibitors may request permission in writing from the AUA to photograph their own booth for internal marketing purposes only. Requests for photography can be made through the Booth Activity and Giveaway Form located on AUAnet.org/AnnualMeeting no later than **April 5, 2022**.

WIRELESS CONNECTIVITY AND RADIO FREQUENCY INTERFERENCE

Internet services in the S&T Hall are supplied exclusively by the New Orleans Ernest N. Morial Convention Center.

Due to the increased use of exhibitor installed wireless internet networks in the S&T Hall, radio frequency interference has become a concern. The AUA wishes to protect all exhibitors and itself from the loss of business connectivity and commercial activity caused by wireless radio frequency interference in the S&T Hall and throughout the Convention Center.

All devices utilizing wireless technology inside the S&T Hall or the Show building should avoid utilizing devices manufactured in accordance with the Institute of Electrical and Electronics Engineers (IEEE) 802.11 2.4 GHz band spectrum as interference and channel overlap might cause loss of signal and disrupt connectivity. The AUA, in order to protect itself and its exhibitors against signal disruption, reserves the right to terminate or otherwise restrict the use of any wireless device that causes interference to the AUA or any other exhibitors because it operates in the 802.11 2.4 GHz band or any other RF band spectrum.

Radio frequency interference can also be caused by machinery, audio visual/computer equipment, and other types of electrically powered equipment. Exhibitors are responsible to maintain radio frequency emissions caused by their participation at the Show to within the purchased perimeter dimensions and height limitation of their booth. Exhibitors with equipment radiating radio frequency interference beyond the boundaries of their booth are subject to disconnection of the radio frequency emitting device or equipment by Show Management.

AUA2022 EXHIBITOR REQUIREMENTS

The information provided are the guidelines all exhibitors must follow when exhibiting.

AUDIO-VISUAL EQUIPMENT

Exhibitors conducting demonstrations or using any type of audio-visual equipment must provide an adequate seating or standing area in the booth to prevent aisle congestion (see Diagram J on page 22). Demonstrations and/or demonstration areas must be set a **minimum of five feet (5')** from the edge of the booth to prevent congestion in the aisles.

Interactive components (generally defined as kiosks, video terminals, interactive video screens, etc.) that require an attendee and/or booth staff to stand at or sit at the interactive design component for more than 30 seconds at a time, must be set a **minimum of two feet (2')** inside the booth perimeter. Demonstrations may not interfere with normal traffic or infringe on neighboring exhibits.

Audio equipment must be positioned to face the inside of the booth and sound must be directed into the booth. Monitors for videotapes and films, presentations or any other visual system may be used, provided they are placed **at least five feet (5')** from the edge of the booth to prevent congestion in the aisles. Large video reproduction or digital information display screens should be positioned in such a way as to preclude viewing solely from aisles surrounding the booth.

Sound volume must not exceed 80 decibels outside the booth.

At the discretion of the AUA, those companies determined to be in violation of the demonstration and/or audio-visual rule will be asked to reduce the sound level and/or to direct attendees within the parameters of the booth. After the first warning, if the sound level remains unchanged and/or aisle congestion persists, then electricity in the booth will be disconnected and the presentation terminated.

Exhibitors with in-line booths using any type of audio-visual system must submit design plans to the AUA for approval no later than April 5, 2022.

Exhibitors with island booths must include audio-visual plans with their island booth designs (see Booth Configurations).

BIOLOGICAL WASTE DISPOSAL

The use of biological tissue, organs, or body parts must be pre-approved in writing by the AUA prior to the show. Biological waste brought into the New Orleans Ernest N. Morial Convention (NOENMCC) is the ultimate responsibility of the exhibitor. The exhibitor must adhere to all local and federal laws for transportation, storage and disposal of their biological waste. All medical and biological waste must be disposed in accordance with the manner prescribed by guidelines of the State of Louisiana and the Occupational Safety and Health Act, and must be handled by a licensed medical waste transporter. The Exhibiting Company is responsible for all costs of disposal.

Exhibitors are required to notify the AUA in writing of the proposed use of biological materials by March 4, 2022. Requests can be made through the Booth Activity and Giveaway Form located on AUNet.org/AnnualMeeting. A

Material Safety Data Sheet (MSDS) must be supplied to the AUA by the Exhibiting Company, along with a government approved transport and removal plan, prior to entering the S&T Hall. Contact GLOBAL EXPERIENCE SPECIALISTS (GES) National Account Manager, Steve Holst, 919-544-3771 or sholst@ges.com with questions about disposal costs and procedures.

BOOTH ACTIVITIES

The AUA encourages exhibitors to plan appropriate activities for physician attendees. The AUA reserves the right to refuse permission for and to discontinue any booth activity, demonstration, presentation, giveaway or contest that has not been pre-approved in writing. The AUA also reserves the right to discontinue and/or suspend any booth activity, demonstration, presentation, giveaway, or contest at any time at its sole discretion. Approval forms will be available on AUNet.org/AnnualMeeting under Exhibitor Resources.

The Booth Activity and Giveaway Form (for speaker presentations, booth activities, demonstrations, giveaways, and contests) must be completed and returned to the AUA by April 5, 2022.

Exhibitors hosting Skills Workshops must also complete and return the Skills Workshop Activity Form. This form will be provided once your Skills Workshop contract has been received. For more questions about hosting a Skills Workshop email Exhibits@AUNet.org.

DEMONSTRATIONS AND PRESENTATIONS

Product demonstrations, presentations, and moderately valued entertainment/services may occur within the booth space as long as the activity is set a **minimum of five feet (5')** from the edge of the booth to prevent congestion in the aisles (see Diagram J on page 22). Exhibitors shall be responsible for the safety of all individuals participating in or viewing these activities.

All proposed booth activities must be submitted in advance to AUA Show Management for approval by April 5, 2022 by submitting requests through the Booth Activity and Giveaway Form located on AUNet.org/AnnualMeeting.

The AUA assumes no responsibility to monitor such activities, but reserves the right to order changes or additional safety precautions or suspend any in-booth activity if any such activity is deemed unsafe, not in keeping with the professional nature of the Show or violates AUA policy. The exhibitor agrees to make changes or to discontinue any demonstration, presentation or moderately valued entertainment/service at the request of the AUA. Demonstrations or presentations using perishable substances are required to employ sanitary safeguards.

EXHIBITOR APPOINTED DESIGNATED CONTRACTOR (EDC)

Exhibitors not using GES, the official Show contractor, for general booth labor must notify the AUA and GES of all EDC services well in advance of the Show. Note that EDC services are governed by the union work partnership rules that are in place at New Orleans Ernest N. Morial Convention Center. EDC companies and labor must

also comply with New Orleans Ernest N. Morial Convention Center registration requirements to be able to work at the facility.

Official Notification of EDC Forms will be in the Exhibitor Services Manual and on the AUA Annual Meeting website AUAnet.org/AnnualMeeting. Forms are due by April 5, 2022.

All EDCs are required to provide proof of insurance, as outlined in the Exhibitor Service Manual, in the form of a Certificate of Insurance by April 5, 2022. Please submit certificates through the Exhibitor Designated Contractor Insurance Submission Form located at AUAnet.org/AnnualMeeting under Exhibitor Resources.

Failure to provide these documents to the AUA by the indicated due dates will be cause to exclude the EDC from participation at the Show. Exhibit hall labor must wear appropriate AUA Show badges or wrist bands, wear appropriate New Orleans Ernest N. Morial Convention Center required identity badges, possess personal government-issued photo identification, company photo identification, and register through AUA security in order to enter the halls. All EDCs must comply with the New Orleans Ernest N. Morial Convention Center contractor security regulations. Labor will be required to report to the NOENMCC designated labor entrance area prior to starting work. EDCs must abide by GES rules and on-site guidelines for the use of staging spaces for equipment and personnel service desks (EDC staging areas). Show Management shall have authority to remove any EDC from any staging areas that are not inside its exhibitor's leased booth space. The EDC may not solicit business in the S&T Hall at any time. The Exhibiting Company is responsible for the actions of its EDC and all exhibitor rules apply to this sub-contractor of the exhibitor. Please be reminded that the Exhibiting Company is fully responsible for coordination of the EDC.

In the interest of clear communication, the AUA will not engage in any non-contractual working relationships with any non-official contractors including decorators, contractors, public relations agencies, advertising agencies, and housing or travel agencies.

EDCs must send names of workers for each day at the S&T Hall in advance to AUA security and check in at the AUA security check point upon arrival to receive installation/dismantle passes allowing access to the S&T Hall. These passes are typically in the form of wrist bands that must be worn on the wrist, for security reasons. **Additionally, the NOENMCC requires all contractors to present a valid and up-to-date ESCA badge upon check in to receive a wrist band and facility issued badge.** Workers without properly displayed S&T Hall access passes will be prohibited from work during the Show on the first occurrence and at the sole discretion of Show Management. EDCs and their workers are not permitted to wear AUA exhibitor badges. All EDC must comply with AUA security regulations.

The EDC must cooperate fully with the AUA, the official AUA security organization for the Annual Meeting and GES to ensure an on-time opening of the S&T Hall and an orderly, timely move-out.

All EDC personnel must have photo identification at all times. The AUA reserves the right to remove any EDC or its employees who do not comply with AUA exhibitor rules or the operating policies of New Orleans Ernest N. Morial Convention Center. The AUA reserves the right to prohibit EDC participation at the AUA Annual Meeting, both at the New Orleans Ernest N. Morial Convention Center and

at future exhibit locations, and to assess priority points penalties to exhibitors when, at the sole discretion of the AUA, such actions are necessary.

For more information concerning GES EDC regulations contact the GES National Service Center at 1-800-801-7648.

FOOD AND BEVERAGE

All food and beverages, including alcohol must be ordered through and approved for distribution by Centerplate, the exclusive caterer of the NOENMCC.

Exhibitors must obtain advance written approval from the AUA to serve food and beverages from their booths by April 5, 2022.

Submit proposed food and beverage items for distribution to the AUA attendees by completing Booth Activity and Giveaway Form located at AUAnet.org/AnnualMeeting.

To control aisle congestion and reduce litter and spills, these rules must be observed:

- Alcoholic beverages are to be served exclusively during the Saturday Networking Social on **Saturday, May 14, 2022 between 4 p.m. – 6 p.m.**
 - **Prior approval for alcoholic beverages is required from the AUA in order to be included in the Networking Social advertisement**
- No food and beverages may be served in 10' x 10' booths (unless AUA approved)
- No popcorn, fried foods (cooked in booth) or nuts with shells may be served from any booth
- Adequate trash receptacles and porter/cleaning personnel must be provided by exhibitor
- No hospitality may interfere with the access to neighboring booths

GIFTS, GIVEAWAYS, DRAWINGS AND CONTESTS

All gifts, giveaways, drawings, and contest items are subject to approval by the AUA. The AUA is a signatory to the Council of Medical Specialty Societies (CMSS) "Code for Interactions with Companies" (The Code) and follows their policy regarding exhibitor giveaways. The Code states in its Principle 5.4.2 that "Societies will only permit exhibitor giveaways that are educational and modest in value."

In the annotation to Principle 5.4.2, the Code indicates that "Principle 5.4.2 does not apply to non-profit exhibitors or to exhibitors outside of the healthcare sector." The AUA considers examples of exhibitors not subject to Principle 5.4.2 to include non-profit advocacy groups, non-profit associations or physicians groups, physician recruiters and any exhibitor that is not considered a "Company" according to the CMSS "Code for Interactions with Companies."

The full text and document of the CMSS "Code for Interactions with Companies" is available for viewing at www.CMSS.org under "Revised Code for Interaction with Companies."

Giveaways from exhibitors not subject to the CMSS Code rules are still subject to approval by the AUA, and follow the AMA Code of Medical Ethics on gifts to physicians. These guidelines state that “Any gifts accepted by physicians individually should primarily entail a benefit to patients and should not be of substantial value. Accordingly, textbooks, modest meals, and other gifts are appropriate if they serve a genuine educational function. Cash payments should not be accepted.” Also, “Individual gifts of minimal value are permissible as long as the gifts are related to the physician’s work (e.g., pens and notepads).” The AUA defines “not of substantial value” as \$100 or less.

Contests and drawings must be open to all attendees and be conducted in a professional manner. Distribution of approved items or the conduct of the contest must not create a nuisance or cause interference with adjoining exhibits. Local legal restrictions may govern approval of contests and drawings.

Exhibitors must obtain advance written approval from the AUA to serve food and beverages from their booths. Submit to the AUA all proposed giveaways, drawings, contests, gifts, food, and beverage items for distribution to the AUA attendees by completing the Booth Activity and Giveaway Form by **April 5, 2022**.

LASERS, X-RAYS, AND ULTRASOUND

Use of lasers, compressed inert gases, and compressed liquids are subject to review and approval by the AUA and the New Orleans Ernest N. Morial Convention Center. All requests must be received in writing and should state the nature of process or equipment to be demonstrated, the quantity of equipment, proof of insurance, and how demonstrations will avoid hazards to people or nearby objects.

All requests for lasers, x-rays, and ultrasound equipment must be submitted to the AUA no later than March 4, 2022.

The operation of X-ray equipment and radiographic equipment is prohibited at New Orleans Ernest N. Morial Convention Center and at AUA2022. Furthermore, the New Orleans Ernest N. Morial Convention Center requests that all exhibitors demonstrating or displaying lasers must comply with all provisions of ANSI z136.1. Laser companies may not operate carbon dioxide, argon, helium-neon, or other types of lasers in a therapeutic or treatment mode without providing a suitable, enclosed space for demonstration and eye protection for those viewing and operating the laser. Large and prominent warning signs must be displayed advising viewers of laser use. The exhibitor must provide the needed personnel to ensure absolute safety for and control of viewers and operators. Sound volume from the operating of lasers must not exceed 80 decibels outside the booth.

Demonstrations of ultrasound scanning devices on human models are allowed as long as the models are not injured by the ultrasound demonstrations, either in single or repeated applications, and there is no danger from ultrasound to booth personnel or surrounding booths or attendees. A sign displayed in a prominent location must state the nature and duration of the demonstration.

LIVE OR REPRODUCED SURGERY

Patient safety in the operating theater or room is paramount and should be considered the primary focus of any program, demon-

stration or presentation made for attendees of the Show. The AUA requires that all exhibitors and their agents, staff and contractors abide by and agree to the AUA Live Surgery Guidelines:

1. Patients should be fully informed and legally consented by the primary surgeon for planned live or recorded surgical demonstration at the institution in which the surgery is arranged.
2. Local hospital or institutional legal counsel should be informed and agreeable to said planned surgery by the primary surgeon. Written documentation of such agreement should be obtained at least 2 weeks prior to the planned surgery and be available on demand to the AUA.
3. The choice of a patient to undergo the planned surgery should meet acceptable indications for the anticipated procedure as outlined by the AUA clinical guidelines or best practice statements when feasible.
4. The primary surgeon may participate in direct live communication with the moderator(s) during the surgery but should maintain a clear understanding that patient safety overrides any educational objectives of the program.
5. The primary surgeon is encouraged to recruit a spokesperson to be present in the operating room who can field questions directly from the moderator(s) and be the primary communicator with the auditorium or audience. Such spokesperson will also filter acceptable questions and answers at appropriate times with the primary surgeon so as to minimize surgeon distraction intraoperatively.
6. Direct questions should come only from the moderator(s) in the auditorium. No questions should come directly from the audience to the operating theater or room, but such must be filtered through and communicated by only the moderator(s).
7. It is the primary surgeon’s and/or the moderator(s)’ prerogative to terminate such surgery or audio and visual communication with the live audience at any time during a live surgical demonstration if deemed to be in the best interest of the safety of the patient.

All exhibitors planning to present live or taped live surgery in their booths, skills labs or other meeting/demonstration spaces will be required to sign and submit a written statement of understanding of these guidelines and submit a completed Booth Activity and Giveaway Form **no later than April 5, 2022** to the AUA.

No demonstration or presentation of live surgery will be allowed without a signed statement of understanding of these guidelines. The statement of understanding will be provided to the exhibitor once the Booth Activity and Giveaway Form has been submitted.

MEDICAL TESTING INVOLVING ANIMALS, CADAVERS AND TISSUE

Medical testing of surgical devices and procedures using live animals, cadavers, human or animal organs or tissue is subject to written pre-approval by the AUA and New Orleans Ernest N. Morial Convention Center. Guidelines for the use of these medical education enhancements will be established by the AUA and New Orleans Ernest N. Morial Convention Center. Local and federal regulations will govern the use and disposal of animal or human parts, organs, or bodies.

MOVE IN/OUT

MOVE-IN

A targeted move-in schedule for AUA2022 will be developed and distributed in the online Exhibitor Service Manual in **December 2021**. Exhibitor booth installation times (targeted and general) are tentatively scheduled for Tuesday, May 10, through Thursday, May 12, from 8 a.m. - 5 p.m. Installation of all exhibits must be completed by Thursday, May 12.

In the event that an Exhibiting Company has not arrived on the exhibit floor by 5 p.m. on Thursday, May 12, 2022, and has not been granted pre-approval for late set-up, the AUA reserves the right to use the vacant exhibit space as it sees fit, with no obligation to issue a refund. Any exhibit materials, either in the vacant booth or on the loading dock, for that exhibit space, will be placed in storage at the exhibitor's expense. Substitute booth space will be available at the discretion of the AUA. The exhibitor is responsible for all fees associated with removing freight from storage property from the NOENMCC and the Show. Such exhibitor shall not be entitled to a refund of any payment.

MOVE-OUT

Dismantling and packing of exhibits will not be permitted before

4 p.m. on Sunday, May 15, 2022. Failure to comply with this regulation will result in the forfeiture of priority points earned at the Show. All exhibitors must be completely dismantled and packed, all appropriate shipping paperwork filed at the GES Service Desk and carriers called by 12 p.m. on Tuesday, May 17, 2022. It is the exhibitor's responsibility to arrange for exhibit material shipment, installation and return shipment. Any freight left on the exhibit floor without proper documentation after Tuesday, May 17, 2022, will be shipped via GES at the exhibitor's expense.

SPEAKER PRESENTATIONS

All presentations, whether "in person", on video, live telecast or web-cast, and presenters in the S&T Hall or at industry events, are subject to advance review and approval by the AUA. Such presentations include, but are not limited to, those that describe or endorse drugs, equipment or methods of treatment. AUA decisions in this matter will be final and binding on all exhibitors. All proposed speaker names must be submitted in advance to Show Management for approval by **April 5, 2022**. Please look to our AUA Speaker and Faculty Guidelines for a full breakdown for speaker requirements.

EXHIBITOR AND EXHIBITOR DESIGNATED CONTRACTOR CERTIFICATE OF INSURANCE REQUIREMENTS

CERTIFICATES OF INSURANCE

Certificates of Insurance must be procured and provided to the AUA by the Exhibiting Company and their their contractors while the exhibitor is at the Annual Meeting. Certificates of Insurance for exhibitor's contractors (EDC) must be delivered to the AUA, GES and NOEHA, no later than **April 5, 2022**. Exhibitor-Designated Contractors (EDC) are required to procure and submit proof of insurance to the AUA. The following insurance requirements pertain to AUA exhibitors. The specific EDC limits required by GES can be found in the Exhibitor Service Manual No EDC will be allowed to work at the Show without AUA-approved insurance coverage and appropriate documentation. Coverage is required from the dates of move-in until move-out. Please submit certificates through the Exhibitor Insurance Submission Form and the Exhibitor Designated Contractor Insurance Submission form located on AUAnet.org/AnnualMeeting.

Exhibitors can obtain a Certificate of Insurance for their Workers' Compensation policy from their insurance agent. International exhibitors that do not have a Workers Compensation policy are to provide a Certificate of Insurance, or similar documentation of coverage for employee injuries, to the AUA.

INSURANCE

Exhibitors and their agents and contractors shall, at their sole cost and expense, procure and maintain insurance to protect all parties against bodily injury and property damage claims arising from exhib-

itor's participation in the Show, including but not limited to Workers' Compensation as required by the State of Louisiana and United States statutes and commercial general liability insurance. Such policies shall provide coverage for all risks, including earthquake, flood, and theft, with the deductible per loss of not more than \$1,000 (US). Insurance carriers for this insurance shall have no less than an "A-Class VIII rating" according to A.M. Best's rating and shall be authorized to do business in the State of Louisiana. Said insurance coverage shall be in effect from the first day of the exhibitor move-in period to the last day of the exhibitor move-out period. This insurance shall not be canceled prior to the termination date of insured's contract with the AUA or until after thirty (30) days prior written notice has been given to the AUA. It is agreed that any insurance maintained by the AUA, its affiliates AUAER and the Foundation, GES, NOPFMI, NOEHA, and CNO and each of their parent subsidiaries and affiliates and each of their respective members, officers, directors, agents, and employees as respects the conduct of the named insured(s) in or about the property of NOPFMI, NOEHA, and CNO of each of these above mentioned organizations and entities shall apply (if at all) in excess of, and not contribute with, coverage provided by the exhibitor or any of its agents, contractors or representatives.

INDEMNIFICATION

Exhibitors and their agents and contractors shall indemnify, hold harmless and defend the AUA, its affiliates (the American Urological Association Education and Research, Inc. (AUAER) and

the Urology Care Foundation, Inc. (Foundation), Global Experience Specialists (GES), New Orleans Public Facility Management, Inc. (NOPFMI), Ernest N. Morial New Orleans Exhibition Hall Authority (NOEHA), the City of New Orleans (CNO) and each of their parent subsidiaries and affiliates and each of their respective members, officers, directors, agents, and employees as respects the conduct of the named insured(s) in or about the property of NOPFMI, NOEHA and CNO of each of these above mentioned organizations and entities (also referred to as "INDEMNIFIED PARTIES") from and against any and all claims, demands, suits, liability, damages, loss, costs, attorneys' fees and expenses of whatever kind or nature, which result from, arise out of, or are connected with any acts, or failures to act, of the exhibitor, or any of its officers, agents, employees, invitees or other representatives, including, but not limited to, claims of damage or loss resulting from the breach of Show Terms, Conditions or Rules, or damage of any kind or nature arising out of or in connection with the exhibitor's use and/or occupancy of exhibit space, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of a registered trademark. The exhibitor is responsible and accountable for the actions of its staff and any appointed contractor or vendor.

WAIVER OF LIABILITY

Neither the AUA nor any of its members, officers, agents, or employees shall be held liable for, and all are released from liability for, any damage, loss, harm or injury to the person or property of the exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause.

THE FOLLOWING POLICIES ARE REQUIRED:

Commercial General Liability (comprehensive) policy with coverage in such amounts as are adequate, but in no event less than \$1 million (U.S.) in respect of injuries to any one person in any one occurrence, with a \$1 million aggregate in respect to damage to property providing coverage against claims for bodily injury or death and property damage occurring in or upon or resulting from exhibitor's use of occupancy of the Exhibit Space and endorsed to

include non-owned and hired automobile liability coverage (if the exhibitor does not maintain owned automobile liability coverage). Such insurance shall be primary and not require contribution from any of the additional insureds, other insurance coverage and shall afford immediate defense and indemnification, as named additional insureds, the AUA, its affiliates AUAER and the Foundation, GES, NOPFMI, NOEHA, and CNO and each of their parent subsidiaries and affiliates and each of their respective members, officers, directors, agents, and employees as respects the conduct of the named insured(s) in or about the property of NOPFMI, NOEHA, and CNO of each of these above mentioned organizations and entities to the limit of not less than \$1 million (U.S.)

Workers' Compensation Insurance as required by law that will protect the AUA, its affiliates AUAER and the Foundation, GES, NOPFMI, NOEHA, and CNO, State of Louisiana and their respective members, officers, directors, agents and employees from claims under any governing State or Federal acts

Commercial Automobile Liability for owned vehicles other than private passenger automobiles, coverage with limits not less than \$500,000 each occurrence combined single limit for bodily injury or death and property damage

Additional Insured the Commercial General Liability (comprehensive) policy described above shall include the following additional insured endorsement language:

"The American Urological Association (AUA), its affiliates the American Urological Association Education and Research, Inc. (AUAER) and the Urology Care Foundation, Inc. (Foundation), Global Experience Specialists (GES), New Orleans Public Facility Management, Inc. (NOPFMI), Ernest N. Morial New Orleans Exhibition Hall Authority (NOEHA), the City of New Orleans (CNO) and each of their parent subsidiaries and affiliates and each of their respective members, officers, directors, agents, and employees as respects the conduct of the named insured(s) in or about the property of NOPFMI, NOEHA, and CNO of each of these above mentioned organizations and entities shall be named as Additional Insureds."

RETAIL BOOTHS

Eligibility to exhibit at the AUA Annual Meeting is determined solely by the AUA and generally restricted to companies directly related to the urological/medical field. The AUA reserves the right to require information from companies concerning their business at the AUA Annual Meeting and company business history before booth assignment is finalized.

Retail sales of exhibitor goods must be requested and approved in writing by the AUA at the time of contract. Any exhibitor not providing the AUA with advance written notice of the intent to conduct Retail Sales at AUA2022 may have their booth closed by Show Management at any time. Exhibitors must purchase booth space of sufficient size to accommodate their customer volume. The AUA reserves the right to require retail exhibitors to maintain a minimum booth size to ensure that all attendee interactions and commercial transactions occur within the perimeter boundaries of the exhibit booth.

Any type booth can be involved in retail sales and the guidelines for each booth design type are applicable (see Booth Configurations

for additional information about design types).

Any booth involved in retail sales shall submit booth designs for pre-approval by the AUA before **April 5, 2022**.

- All displays, tables, show cases, signs and booth materials must be placed a **minimum of two feet (2')** inside the booth from any aisle. This set back requirement is the minimum distance required for submitted designs to ensure that all business is conducted within the booth space (**Diagrams D through I on page 21**).
- Design plans must include vehicle staging, hanging signs, rigging components, enclosed spaces, and any audio-visual systems (theaters, video screens, audio systems, etc.) included in the booth.
- Any booth containing a building column must abide by and indicate a **minimum three feet (3')** clearance from the **column** of all booth structures, fixtures and materials.

- Design plans must be drawn to scale, indicating the scale used. All exhibit components and their dimensions must be included, including a scaled elevation drawing. Plans must clearly illustrate the exhibitor's adherence to all audio-visual, demonstration, and presentation rules and regulations, as well as the "transparency" concept. **(See Booth Configurations for additional information).**
- All decisions concerning booth design by Show Management will be binding upon the exhibitor and are final.

All exhibitors should have plans to prevent congesting the aisles and disrupting neighboring exhibits. All attendees visiting booths should be inside booth boundaries at all times. Rope and stanchion to form orderly waiting lines inside exhibitor booth space are required for large gatherings and will be ordered and installed, if necessary, at the exhibitor's expense. Attendee congestion in the aisles outside a booth is an indicator of the need for a larger booth, which may be required by the AUA for the exhibitor to participate in future AUA exhibitions.

Note: The AUA reserves the right to prohibit and/or suspend the installation of exhibits or displays without written advance booth design approval and retail sales approval (prior to April 5, 2022). The AUA also reserves the right to close retail booths if surrounding booths are disrupted by cash sales activity or at the discretion of AUA Show Management.

CASH PRODUCT (RETAIL) SALES

- Prior written approval from the AUA must be obtained before cash sales transactions are permitted at AUA2022.
- Booth designs of all cash sale (retail) exhibitors must be approved by the AUA prior to move-in.
- All booth activity must be conducted within the exhibit space. Exhibitors soliciting or engaging attendees for business purposes in the aisles of the exhibition hall will be asked by Show Management to return to their booth. Any continued solicitation activity outside the boundaries of their booth by the exhibitor, after one warning by Show Management, will result in the closing of the booth, forfeit and surrender of all exhibitor badges and removal from the Show of the exhibitor and their staff by Show Management.
- To maintain a professional atmosphere, cash sales should be handled discreetly and appropriately.
- If a retail product cannot be hand carried by the purchaser, then shipping arrangements must be made.
- AUA attendees will not be allowed in the S&T Hall prior to or after official exhibit hours. Therefore, all retail transactions must occur during official S&T Hall hours.

SALES TAX AND LICENSES

Retail sales exhibitors are responsible for all pertinent business licenses, certificates, sales permits, and taxes required by the State of Louisiana and the City of New Orleans. Information regarding sales tax requirements and licenses are available at this link: <https://www.taxjar.com/sales-tax/louisiana>

EXHIBITOR SERVICE MANUAL

The Exhibitor Service Manual will be available online at AUA.net.org/ Annual Meeting beginning in **December 2021**. This comprehensive

manual provides you with complete information on all contractor services, registration, housing, lead retrieval, labor and more.

EXHIBIT BOOTH CONFIGURATIONS

All exhibitor floor spaces must be carpeted or covered with an approved material (unfinished floors in booths are not allowed). Exhibits cannot extend beyond their leased dimensions into aisles, air spaces above aisles, or above other exhibit booths. It is the exhibitor's responsibility to order carpet or floor covering; if not, carpet will be installed at the exhibitor's expense.

Show Management shall have absolute authority to interpret, amend and enforce all Annual Meeting policies and rules regarding exhibits.

IN-LINES

- In-line booths have a maximum of three sides exposed to an aisle and are generally arranged in a series along a straight line. The back side of in-line booths will be bordered by drape that is eight feet (8') high. The backwall height of an in-line booth may not exceed eight feet three inches (8'3") including a sign and no booth display item or feature may exceed eight feet three inches (8'3") in height.

- All displays, tables, and booth materials must be placed a **minimum of two feet (2') inside the booth** from any aisle. This set back requirement is the minimum distance required to ensure that there is minimal aisle congregation **(see Diagrams D through I on page 21)**.
- No exhibit materials in the front five-foot (5') portion of the booth may exceed the height of four feet (4') **(see Diagram A on page 20)** to maintain clear visibility from one booth into the next.
- Signs or any exhibit material hanging above in-line booths are prohibited.
- Any booth containing a building column must abide by a **minimum three feet (3') clearance from the column** of all booth structures, fixtures, and materials.
- Hardwall enclosed spaces require an UL approved battery-operated smoke detector and at least one mounted 2-A 40BC fire extinguisher. Enclosed spaces over 200 square feet in size require

a minimum of two (2) exit doors.

- When three or more in-line booths are used in combination as a single exhibit booth, the four-foot (4') height limitation is applied only to that portion of the exhibit booth which is ten feet (10') from an adjoining booth or aisle (**see Diagram B on page 20**).
- **NEW RULE:** Submission of booth designs for in-line and corner booths to the AUA is not mandatory if not utilizing audio-visual equipment. However, if components of your booth are unique or require special consideration, the AUA encourages you to submit a drawing, showing scaled elevation, no later than April 5, 2022. If not pre-approved, the AUA reserves the right to require adjustments or alterations on-site.

Note: Regardless of the number of linear booths utilized, (e.g. 10' by 20', 10' by 30ft, 10' by 40', etc.) display materials should be arranged in such a manner as not to obstruct sight lines of neighboring exhibitors and located away from the edge of aisle for the safety of attendees and/or those walking in the aisles.

CORNERS

- A corner booth is an in-line booth exposed to aisles on two sides (or three sides). All in-line booth rules (as stated above) apply to corner booths.

END-CAPS & PENINSULAS

- **NEW RULE:** These types of booth configurations are not allowed at the AUA Annual Meeting.

ISLANDS

- An island booth is defined as 20' x 20' or larger with aisles on all four sides.
- Island booths are to be constructed to allow a **contiguous five foot (5') wide access path** (egress) into the booth from all sides (aisles).
- Interactive booth components and counters are to be a **minimum of two feet (2') inside the booth's perimeter**. Interactive components are generally defined as kiosks, video terminals, interactive video screens, etc. that require an attendee and/or booth staff to stand at or sit at the interactive design component for more than 30 seconds at a time.
- Demonstration/theater areas must be set a **minimum of five feet (5') into the booth** from any aisle, including seating, to prevent congestion in the aisles. The elimination of aisle congestion must also be factored into the design of video screen presentations, as attendees will not be permitted to stand in the aisles while viewing booth demonstrations.
- Island booths utilizing an area within their exhibit space to showcase medical affairs content are not exempt from these rules.

- Any booth containing a building column must abide by and indicate on submitted floor plan a minimum three feet (3') clearance from the column of all booth structures, fixtures and materials.
- Raised flooring in exhibit booths are required to comply with ADA regulation 303.

- **NEW RULE:** The highest point of an exhibitor's ground-supported booth display may not extend more than sixteen feet (16') from the floor to the top of the display.
- **NEW RULE:** Hanging signs should not exceed twenty-five feet (25') from the floor to the top of the sign. The AUA reserves the right to moderate line-of-sight between the top of a structure and the bottom of a sign.

- The New Orleans Ernest N. Morial Convention Center's ceiling is twenty-five feet (25') under catwalks. If the exhibit booth is located in an area of the S&T Hall with a limited or reduced ceiling height or a finished ceiling, the maximum booth height (including any overhead hanging signs) will vary based on ceiling height and fire regulations. Consult GES for exact maximum dimensions. Suspended truss or rigging hardware used to support signs or lighting is not considered part of the booth and is not factored into the maximum booth height.
- Hardwall enclosed spaces within a booth require an UL approved battery-operated smoke detector and at least one mounted 2-A 40BC fire extinguisher. Enclosed spaces over 200 square feet in size require a minimum of two (2) exit doors.
- Booth designs, showing scaled elevations from two perpendicular aisles and a plan view, with audio visual presentation plans included, must be submitted to the AUA for pre-approval via the Booth Design Form located on AUAnet.org/AnnualMeeting by **April 5, 2022**.
 - Multi-level or Covered Booth designs must be approved no later than **March 4, 2022** by the AUA.
 - **Note: No island booth will be allowed to set up at AUA2022 without a pre-approved design.**
- Island booths containing components hanging from the ceiling of the convention center are required to submit rigging diagrams with loads to GES no later than **March 4, 2022**.
- All rigging will be serviced by GES rigging services at the New Orleans Ernest N. Morial Convention Center.

PERIMETERS

A perimeter booth is an in-line booth that backs to a facility wall, not to another booth or space within the S&T Hall. If building ceiling heights allow, display height can be twelve feet (12') and extend from the rear borderline of the booth into the booth no more than five feet (5') (**see Diagram C on page 20**). All other in-line booth rules (as stated above) apply to perimeter booths.

EXHIBITOR BADGE REGISTRATION

All exhibitor staff and personnel are required to wear proper AUA2022 exhibitor badge identification. Exhibitor staff or personnel found to be wearing or in possession of a badge that has been altered, modified, or that falsely identifies the bearer is subject to confiscation of their badge identification and to immediate expulsion from the S&T Hall and the Show. Admission to all official AUA events will require a proper display of exhibitor badges and all badges are nontransferable. Any inappropriate conduct, including but not limited to harassment, threatening physical or verbal actions, or disorderly or disruptive conduct, will not be tolerated and will be just cause for repossessing badges of any individuals involved. As a result, the AUA reserves the right to expel all parties involved and has no obligation to refund.

ADMISSION TO EXHIBIT HALL AND SCIENTIFIC SESSIONS

Anyone with an exhibitor badge may enter the S&T Hall one hour before opening and remain on the floor one hour after closing. AUA permission is required for additional access. No one under the age of 18 is allowed admission to the S&T Halls at any time. Due to the nature of the Show and liability issues, no exceptions will be made.

The exhibitor badge admits exhibitors into all Plenary, Podium, and Poster Sessions, as well as any non-fee Educational Programs at the Annual Meeting. Registration fees will apply to Instructional Courses (IC) and Hands-on (HO) Skills Training.

BADGE COSTS

Each company is allocated five (5) complimentary exhibitor badges per 100 square feet of leased booth space. Additional badges are available for an additional fee (see Exhibitor Service Manual for more information).

EXHIBITOR-SPONSORED EVENT GUIDELINES

INTRODUCTION

Exhibitors are permitted, with written AUA approval, to hold ancillary "exhibitor-sponsored" events during 2022 AUA Annual Meeting in New Orleans, LA from **Thursday, May 12 - Monday, May 16**, per the function guidelines below.

Permission to hold exhibitor-sponsored events, regardless of the venue, is restricted to companies who have a presence in the Science & Technology Hall and are therefore considered "exhibitors."

If you do not currently have a presence in the S&T Hall and would like more information on these opportunities, please contact Exhibits@AUAnet.org.

EVENTS HELD IN AUA HOTEL MEETING SPACE

The AUA offers its assistance to exhibitors who wish to reserve AUA contracted meeting space for their events taking place during AUA2022 meeting dates. The AUA has reserved space at Hilton New Orleans Riverside, New Orleans Marriott, and Sheraton New

BADGE ELIGIBILITY

Exhibitor badges are issued only to full-time employees or temporary booth personnel, for example, models, celebrities and sales specialists. Physicians may register as exhibitors only if they are full-time employees, with a company business card. Registration of physicians as exhibitors who are not full-time employees of the company is prohibited. EDC representatives are not allowed to wear exhibitor badges. Any company violating this rule forfeits the offending badge(s) and its priority points for the year.

ON-LINE REGISTRATION

On-line Exhibitor Registration will be available in **January 2022** at AUAnet.org/AnnualMeeting.

ON-SITE REGISTRATION/BADGE PICKUP

On-site Exhibitor Registration is open Thursday, May 12 through Sunday, May 15. Photo identification and a company business card are required at on-site registration and for badge pick-up. To avoid lines, register or pick-up company badges on Thursday, exhibitor badges will not be mailed in advance.

RULES FOR WEARING BADGES

Exhibitors must wear the official badge at all times at the show site. Adding a business card to the badge is not permitted. Anyone wearing an unofficial badge, the badge of another person, a badge with a business card or a badge defaced in any other way will be escorted from the S&T Hall and asked to surrender the badge. The Exhibiting Company involved will forfeit its priority points for the year.

Orleans. Function space is limited and reservations are made on a first-come, first-served basis. Hotels will not reserve meeting rooms or function space to any group without prior written AUA approval.

EVENTS HELD OUTSIDE OF AUA HOTEL MEETING SPACE

All events taking place outside of official AUA hotel meeting space remain subject to the function policies outlined below and must be approved in writing by the AUA. This includes any and all events that are taking place during AUA2022 meeting dates with AUA attendees present regardless of the location (i.e. restaurants, AUA official or unofficial hotels, special event venues, etc.) as well as company-wide meetings (i.e. staff offices, pre-con meeting space, etc.).

Meeting space for exhibitor-sponsored events is not available in the New Orleans Ernest N. Morial Convention Center unless the event is contracted with the AUA as a sponsorship opportunity (i.e. ExpoSuites, ISU, Satellite Symposium).

FUNCTION GUIDELINES

PROHIBITED EVENTS

Competing educational functions of any kind will not be allowed during AUA2022. With the exception of AUA-approved “Permissible Educational Events” described below, the AUA does not permit the development or implementation (in any media form) of symposia, educational activities or special programs supported by commercial firms, organizations, third-party firms or universities that are directed toward meeting attendees at any time during the Annual Meeting.

TYPES OF APPROVED MEETINGS AND FUNCTIONS

Exhibit Company Staff Rooms

- *Offices:* Rooms reserved on a 24-hour basis for exhibit company staff to use as an office, workroom, hospitality suite or meal room. AUA2022 attendees are not permitted in this space unless they are a full-time employee of the Exhibiting Company for which the room is reserved.
- *Meeting Rooms:* Rooms reserved for exhibit company staff to use as a space to hold a pre-con meeting or a daily debrief meeting. AUA2022 attendees are not permitted in this space unless they are a full-time employee of the Exhibiting Company for which the room is reserved.

SOCIAL AND NETWORKING FUNCTIONS

Social functions are strictly networking events with no educational components. These include events such as receptions and dinners held at nearby restaurants, special event venues, or AUA contracted meeting space.

COMMITTEE AND ADVISORY BOARD MEETINGS

These are meetings of committees, task forces or advisory members, executive boards of Exhibiting Companies, universities, or non-profit organizations that are sponsored and financially supported by a pharmaceutical/biotech organization, academic center, or non-profit. The meeting focuses on genuine need, benefits patient welfare and documents outcomes and advances in Urology. Attendance is limited to 29 participants.

INVESTIGATOR/KOL/THOUGHT LEADER MEETINGS

Sponsored and financially supported by a pharmaceutical/biotech organization, academic center, non-profit organization, or consortium. Investigator meetings are closed to the public and must focus on institutional review board or regulatory agency approved protocol and must review or conduct results of a specific study, current clinical trial or products. Promotional meetings for data presentation or to launch a drug or study are prohibited. Attendance is limited to 29 participants.

PERMISSIBLE EDUCATION EVENTS

The AUA also allows “Permissible Educational Events,” which are special events created for industry sponsorship by the AUA. These events are of limited availability and must be contracted with the AUA. The program application for these events will suffice as the Exhibitor-Sponsored Event Approval Form. The content of “Permissible Educational Events” should not duplicate content presented in other AUA-sponsored educational programs. “Permissible Education Events” are as follows:

- *Satellite Symposia: CME Programming*

Satellite Symposia are strictly educational meetings that offer CME credit and a modest meal as defined by the AMA Code of Ethics. The AUA does not manage or provide CME accreditation for these events; however, designation of AMA PRA Category 1™ credit is required. A support fee is attached to this event and additional benefits accompany this opportunity. For more information on this program, contact Mikayla Barlett at mbarlett@AUAnet.org.

- *Industry Clinical Update Theaters (ICU Theater): Non-CME Programming*

The ICU Theater is the premiere venue for industry to hold non-CME educational programming regarding new products and services and the latest in data and research findings to meet patients’ needs. A limited number of 60-minute timeslots will be available both inside the theater located within the S&T Hall as well in a prominent meeting space within the convention center. There is a fee associated with this event which includes the theater space, a basic A/V package, as well as a generous promotional package. These events are open to all AUA2022 attendees. For more information, contact Keith Price at kprice@AUAnet.org.

- *Industry Scientific Updates (ISU): Non-CME Programming*

The Industry Scientific Update is an opportunity for AUA exhibitors to hold invitation-only educational events (i.e. social events or meals with an educational component). A fee is attached to this event which includes meeting space in the convention center or an official AUA hotel and a basic A/V package. Fees vary based on anticipated attendance. These events are private and will not be promoted by the AUA. For more information, contact Keith Price at kprice@AUAnet.org.

DATE AND TIME RESTRICTIONS FOR EXHIBITOR-SPONSORED EVENTS

Please see the chart below for permitted dates and times associated with each exhibitor-sponsored event.

In order to maximize attendee engagement in the scientific program and the S&T Hall, we limit the number of available ancillary exhibitor-sponsored events, as well as the times they are permitted.

*Date and times outlined in the below chart indicate when exhibitor-sponsored events are permitted.

| EVENT | THURSDAY MAY 12 | FRIDAY MAY 13 | SATURDAY MAY 14 | SUNDAY MAY 15 | MONDAY MAY 16 |
|---|-----------------------|---------------------------------|-------------------------------|-------------------------------|-------------------------------|
| Exhibit Company Staff Offices | No Restriction | No Restriction | No Restriction | No Restriction | No Restriction |
| Exhibit Company Staff Meeting Rooms | No Restriction | No Restriction | No Restriction | No Restriction | No Restriction |
| Social & Networking Functions | After 7:30 p.m. | Social Functions Not Permitted* | After 7:30 p.m. | After 7:30 p.m. | After 7:30 p.m. |
| Committee Meetings and Advisory Boards | No Restriction | Before 9 a.m. After 4 p.m. | Before 9 a.m. After 4 p.m. | Before 9 a.m. After 4 p.m. | Before 9 a.m. After 1 p.m. |
| Investigator Meetings/KOL/Thought Leader Meetings | No Restriction | Before 9 a.m. After 4 p.m. | Before 9 a.m. After 4 p.m. | Before 9 a.m. After 4 p.m. | Before 9 a.m. After 1 p.m. |
| Satellite Symposia | Per contract with AUA | Per contract with AUA | Per contract with AUA | Per contract with AUA | Per contract with AUA |
| Industry Clinical Update Theater (inside the S&T Hall) | Not Permitted | Per contract with AUA | Per contract with AUA | Per contract with AUA | Not Permitted |
| Industry Clinical Update Theater (outside the S&T Hall) | Per contract with AUA | Per Contract with AUA | Per contract with AUA | Per contract with AUA | Per contract with AUA |
| Industry Scientific Updates | Not Permitted | Before 8 a.m. After 6 p.m. | Before 8 a.m. After 6 p.m. | Before 8 a.m. After 6 p.m. | Before 8 a.m. After 6 p.m. |

*The AUA welcomes exhibitors to attend the Urology Care Foundation's 2022 benefit on Friday, May 13 as a great way to network. This exciting event will unite the urology community in an effort to raise awareness and support the Urology Care Foundation's Research and Education programs. For information and sponsorship opportunities please contact Cynthia Duncan at cduncan@AUAnet.org.

AUA SPEAKER AND FACULTY GUIDELINES

AUA Speakers and Faculty must adhere to policies for participating in industry-sponsored programs at the Annual Meeting as outlined below.

| | 1 | 2 | 3 | 4 |
|---|---|---|--|--|
| Speaker Faculty Role | May Give a Live Presentation at an Exhibit Booth in the Science & Technology Hall | May appear in a Pre-taped Video at an Exhibit Booth | May Give a Live Presentation at an Industry Scientific Update Program* | May give a live presentation at an Official AUA Non-CME Industry Program** |
| Key AUA Leadership | NO | NO | NO | NO |
| Plenary Session Presenter/Moderator/Participant | NO | NO | NO | NO |
| Poster/Podium/Video Session Moderator | NO | YES | YES | YES |
| IC Course/Hands-on Course Director or Faculty | NO | YES | NO | YES |
| Forum Chair or Director | NO | YES | NO | YES |
| Urologic Care for the Advanced Practice Providers Course Director/Faculty | NO | YES | NO | YES |
| Poster/Podium Session Presenter | YES | YES | YES | YES |
| Abstract Author or Co-Author | YES | YES | YES | YES |

Definitions

* *Industry Scientific Update: A non-official, non-CME industry program held in conjunction with the AUA Annual Meeting. These programs are invitation only, are limited in the number of participants, and are not promoted by AUA as part of the non-CME educational programming. Private investigator meetings held by medical non-profit organizations are subject to AUA Secretary approval.*

** *Official AUA Non-CME Industry Program: Includes Industry Clinical Update Theater and Evening programs, Skills Workshops, sponsored Clinical Trials activities and any other non-CME industry supported programming (except Industry Scientific Updates).*

- Key AUA Leadership is not permitted to participate in industry-sponsored programs of any kind.

Key leadership includes the AUA Board of Directors, Chair of Education, AUA Assistant Secretaries, Editor of The Journal of Urology®, Chair of Publications, Chair of Public Policy Council, Chair of Science & Quality Council, Chair of Coding and Reimbursement Committee, Chair of Practice Guidelines Committee, Chair of Judicial and Ethics Committee and Chair of Research.

- Plenary Session participants may not speak at an industry exhibit booth, Industry Scientific Update Program*, or Official AUA Non-CME Industry Program** during the official days of the Annual Meeting.
- Plenary Session participants are allowed to present data at AUA press conferences at the Annual Meeting.
- Select AUA CME program moderators, directors, chairs, and faculty affiliated with programs listed below may not speak at an industry exhibit booth or at an Industry Scientific Update program*. Presentations may be made at Official AUA Non-CME Industry Programs**, provided the following criteria are met:
 1. Proper disclosure of any relationship the presenter has with the supporting company
 2. The presentation is original and not duplicated during the official AUA Annual Meeting

3. The presentation is based on scientific principles that are generally accepted as valid by the urology profession

- Podium Presenters, Poster Presenters, Abstract Authors and Abstract Co-Authors are permitted to speak at an industry exhibit booth and Official AUA Non-CME Industry Programs**.

The following AUA2022 CME Programs apply to the Speaker and Faculty Guidelines (subject to change):

- Courses
 - Hands-on Skills Training
 - Instructional Courses
- Forums
 - Business of Urology
 - Bladder Cancer Forum
 - Challenges for Urologic Research
 - Clinical Controversies in Men's Health
 - History of Urology Forum
 - International Prostate Forum
 - Urologic Care for the Advanced Practice Provider
- Moderated Poster Sessions
- Plenary Sessions

- Podium Sessions
- Video Sessions

The following programs are exempt from the Speaker and Faculty Policies:

- Research Forum, “Early-Career Investigators Showcase”
- Residents Bowl
- Residents Forum
- Residents Twitter Challenge
- Subspecialty Society Programs
- Young Urologist Forum

GUIDANCE FOR SOCIAL MEDIA CAMPAIGNS

Meeting attendees active on social media on behalf of a commercial organization are subject to adherence of AUA Speaker Guidelines. Participants active in social media campaigns that are not part of an official AUA activity must follow the guidance noted in Column 1 in the above chart. Participants active in social media campaigns that are part of an official AUA activity must follow the guidance noted in Column 4.

PROMOTIONAL MATERIALS

The AUA does not co-sponsor exhibitor programs. Announcements and/or invitations must clearly indicate the name(s) of the sponsor(s) and/or exhibitor(s). Proposed copy for announcements and invitations must be submitted to the AUA Industry Relations Department for review prior to printing. Announcements and invitations may include the AUA Annual Meeting logo only (never the AUA corporate logo) with prior written permission. Please submit promotional materials for approval to Keith Price at kprice@AUAnet.org.

RESPONSIBILITY FOR CHARGES AND SERVICES*

Any and all charges for services levied by the hotels, other venues, and/or vendors are the responsibility of the function sponsor. The AUA is not responsible for payment of any services connected with the event. The AUA has no authority over any service charges, rental fees, food & beverage minimums, set-up fees, labor contracts, etc., that are required by any venue or vendor.

*Please see individual permissible educational event contract for a detailed outline of what is included with the support fee.

OFFICIAL VENDORS

There are various vendors affiliated with the convention center and each individual hotel. A list of exclusive vendors will be provided to the exhibitor upon assignment of meeting space. Use of any outside vendors that are not included within the official vendor list is prohibited unless prior written approval was given by both the AUA and the venue.

COMPLIANCE WITH EXHIBITOR-SPONSORED EVENT GUIDELINES

1. The exhibitors requesting space or approval to hold an event are responsible for the actions of anyone affiliated with this event and will be expected to follow all rules and guidelines

outlined in the “Exhibitor-Sponsored Event Guidelines” and AUA’s Code of Conduct. It is the exhibitor’s responsibility to distribute copies of this information to the appropriate company personnel and/or any agents, representatives or contractors involved in planning activities at the AUA Annual Meeting (e.g. third-party planners, advertising and PR agencies, contractors, staff, etc.)

2. Groups occupying space in the hotels must provide appropriate staff to coordinate all such activities
3. Functions found to be in violation of these guidelines shall be immediately discontinued and may also result in the loss of priority points
4. The exhibitor waives any rights to claims of damages arising out of the enforcement of these Policies
5. The AUA reserves the right to attend any exhibitor-sponsored function without notice
6. Violators of this policy will jeopardize their ability, as well as any third-parties associated with planning their event, to participate in future AUA Annual Meetings
7. All matters and questions not covered by the above policies are subject to the discretion of the AUA
8. These AUA guidelines may be amended at any time by the AUA, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these policies, written notice will be given by the AUA to such parties
9. In limited circumstances, the AUA reserves the right to reassign meeting space to accommodate the needs of any AUA programming or other events. The AUA will make reasonable efforts to minimize disruption of ancillary event planning and written notice will be given by the AUA to the affiliated party
10. The exhibitor shall protect, indemnify, hold harmless and defend the AUA, its officers, directors, agents and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorneys’ fees and costs of litigation; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of the AUA, its officers, directors, agents, or employees

HOW TO REQUEST EVENT APPROVAL AND/OR MEETING SPACE

The electronic Exhibitor-Sponsored Event and Space Request Form will be available at AUAnet.org/AnnualMeeting beginning **January 2022**, if requesting AUA contracted meeting space. All event approval and space requests must be submitted through the online form in order to be processed. A new form must be submitted for each individual event. Exhibitors must read and acknowledge the Compliance with Exhibitor-Sponsored Event Guidelines outlined above before request(s) can be submitted. Space requests will be accepted on a first-come, first-served basis until **April 5, 2022**. If an exhibitor needs to cancel or make changes to an existing request, please contact Operations@AUAnet.org.

AUA ANNUAL MEETING ADVERTISING & SPONSORSHIPS POLICY

1. The AUA Annual Meeting is the cornerstone of professional education for urologists and allied health-care professionals. The AUA manages the level of promotional efforts to maintain a reasonable balance between industry exposure and scientific integrity.
2. The AUA offers to certain companies the opportunity to sponsor activities, such as promotional talks or hands-on demonstrations, or to take advantage of advertising and promotional display venues or products directed to Annual Meeting attendees (known hereafter as "Sponsorships")
3. No contract for Sponsorships is accepted until approved by the AUA. The AUA reserves the right to reject any application for Sponsorships or promotional activities or products for any reason.
4. The AUA Annual Meeting indemnity provisions, as stated in the Annual Meeting Contract to Exhibit and in the Exhibitor Rules and Regulation, apply to AUA Sponsorships.
5. Any Annual Meeting Sponsor must abide by all Annual Meeting Exhibitor Rules and Regulations, including the AUA "Speaker-Faculty Guidelines". In addition, Skills Enhancement Workshop sponsors must abide by the AUA Rules and Regulations regarding booth activities.
6. In order to secure a Sponsorship, a company must contract an exhibit booth in the S&T Hall.
7. Exhibitors who violate any portion of this policy risk consequences that include, but are not limited to, being barred from exhibit and sponsorship opportunities at future Annual Meetings.
8. Annual Meeting Sponsors must agree to the Annual Meeting Advertising Guidelines, as follows:

ANNUAL MEETING ADVERTISING GUIDELINES:

- The AUA manages all advertising opportunities within the Annual Meeting Convention Center. No requests for advertising within the Convention Center should be made directly to the convention facility.
- The AUA requires that all exhibitors contact the AUA before contracting any promotional opportunities outside of the Convention Center to ensure the meeting maintains its high level of professionalism.
- The AUA will not allow promotional opportunities within a 5-mile radius of the Convention Center. This prohibition includes, but is not limited to those at the airport, on billboards/moving billboards, buildings/building signs, taxis, and buses.
 - The prohibition specifically includes (but is not limited to) buildings facing the Convention Center. The AUA will offer some opportunities outside the Convention Center that will be available to exhibitors on a first-come, first-served basis. As each annual meeting host city offers unique promotional opportunities, exhibitors are encouraged to contact the AUA to consider adding new sponsorship and promotional opportunities to its menu of offerings. Please contact Sponsorships@AUAnet.org for more information.
- By contract, the AUA will manage all sponsorship and support opportunities within the Annual Meeting convention hotel properties. No requests for such opportunities within the hotels should be made directly to the hotels.
- Hotel promotions in the format of signage, door drops, and gobo lights are prohibited unless approved and managed by the AUA. The AUA has approved vehicles for distributing literature and promotional items to attendees at their hotel. Contact Sponsorship@AUAnet.org for learn how.
- The AUA coordinates access to hotel dark television channels and will offer them as a sponsorship during the Annual Meeting, giving preference to any AUA-produced videos.

PRESS SUITE AND MEDIA POLICY

PRESS SUITE

More than 100 journalists register in the AUA Press Suite, representing consumer and trade publications in a variety of media, including television. The AUA receives wide coverage on radio, television, magazines, and newspapers. Exhibitors are invited to prepare and supply appropriate media materials for distribution. Only third-party press materials relating to research being presented at the meeting will be permitted. The AUA prefers to review materials before the meeting but will accept them on-site.

MEDIA POLICY

Media events not sponsored by the AUA are not permitted at the New Orleans Ernest N. Morial Convention Center or AUA head-

quarter hotels. Third-parties planning media events not at the Convention Center or AUA headquarter hotels must also contact the AUA Communications Department to coordinate dates and times to ensure they do not overlap or conflict with AUA-sponsored activities. Solicitation of registered press inside or outside the AUA Press Suite or near the S&T Hall is strictly prohibited. All exhibitors are required to register through the exhibitor registration section. No press passes will be distributed to exhibitors or public relations personnel. For more information on the AUA Media Policy and Press Suite, contact Christine Frey, Corporate Communications & Patient Education Senior Manager, cfrey@AUAnet.org or 410-689-3731

CONTRACTORS, FACILITY, LABOR AND MORE

BOOTH LABOR

GLOBAL EXPERIENCE SPECIALISTS (GES), the AUA General Services Contractor, and qualified display contractors (Exhibitor Designated Contractors) at the New Orleans Ernest N. Morial Convention Center will use unionized labor to install and dismantle displays and decorations. Please review the New Orleans Show Site Work Rules in the Exhibitor Service Manual.

To provide an enhanced level of security for tradeshow organizers and exhibitors, the New Orleans Ernest N. Morial Convention Center has introduced a mandatory badge policy. This includes personnel from general service contractors, Exhibitor Designated Contractors (EDCs) and the union labor they hire. Everyone accessing the show floor from these labor pools must possess a New Orleans Ernest N. Morial Convention Center identification badge. This badge provides a picture ID as well as a name. This badge must be worn so that it is easily seen and identifiable, during move-in, operation and move-out. Labor without badges or possessing badges not easily seen and identifiable will be removed from the S&T Hall and brought to New Orleans Ernest N. Morial Convention Center Security for badge processing. **To obtain a badge, labor must present an official ESCA badge upon check-in.**

In addition, S&T Hall labor must wear appropriate Show badges or wrist bands, possess company photo identification, Union identification and register through AUA security in order to enter the halls. Labor will be required to report to a specific access area of New Orleans Ernest N. Morial Convention Center before work can be started. All Exhibitor Designated Contractors must comply with New Orleans Ernest N. Morial Convention Center contractor security regulations, as well as AUA security regulations.

For more labor information, contact GES at the GES National Service Center at 1-800-801-7648.

For security and access questions, contact Siena Manoogian at Operations@AUAnet.org or 410-689-3728.

BOOTH LABOR DISPUTES – CLOSING OF EXHIBIT

If the exhibitor or their Exhibitor Appointed Designated Contractor (EDC), affiliates, agents or other contractors is the subject of a labor or similar dispute resulting in picketing or overt demonstration in or near the Show building or is involved in any way with the organizing of labor or the aggravation of labor to cause disruption to the Show, the AUA reserves the right to terminate the Contract for exhibit privileges forthwith, close the exhibit and remove the exhibitor's property from the exhibit space.

CLEANING SERVICES

The AUA will provide cleaning service for all aisles. Cleaning service for individual booths should be ordered through GES as the exclusive service provider for all vacuuming and porter services. Booths must be kept clean during exhibit hours. Debris must not be allowed to collect on the floor or display area. Exhibitors serving food and/or beverage must have adequate trash receptacles and

porter/cleaning personnel to keep their activity from interfering with neighboring booths. The AUA reserves the right to order cleaning services at the exhibitor's expense for a booth not in good order. Additional information will be supplied in the Exhibitor Service Manual.

FACILITY RULES AND ORDERING

The New Orleans Ernest N. Morial Convention Center has exclusive supply on electrical, plumbing, internet, as well as food and beverage services with Centerplate.

To contact the Exhibit Services Department, call 504.582.3018, email: exhibit_services@mccno.com, or visit NOENMCC's Online Ordering Portal: <https://services.mccno.com>.

Information pertaining to the NOENMCC will be included in the online Exhibitor Service Manual.

FREIGHT/MATERIAL HANDLING

Access to the loading docks will be controlled by GES in order to provide and maintain a safe and efficient move-in and move-out schedule. GES will provide and operate all material handling equipment with appropriate labor within the convention center to move freight to and from trucks to the exhibit booths. All unloading, reloading and handling of empty containers will be performed by GES labor.

Exhibitors delivering booth components with a Personally Operated Vehicle (POV) must check in at the marshaling yard to obtain a POV dock pass. Drivers will display the GES distributed POV dock pass to New Orleans Ernest N. Morial Convention Center security at the loading dock access check point and will be directed to their designated unloading area. GES will have equipment and personnel available to assist exhibitors to keep the loading and unloading of freight orderly and on schedule.

An exhibitor may move materials that can be carried by hand, by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment.

EXHIBIT RIGGING AND HANGING SIGNS

NOENMCC's prior written authorization is required for any rigging installation that exceeds the limit of 250 lbs. per hanging point in peaked-ceiling areas of the S&T Hall.

Only the NOENMCC or the general contractor (GES) is authorized to rig within the facility.

Electrical service for hanging sign motors is not included with the rigging costs and must be ordered separately. Be sure to include overhead service when placing your electrical order. Lighting ordered from and installed by the NOENMCC does not require prior approval.

Rigging in finished-ceiling areas of Hall E requires special arrangements. Please contact the NOENMCC Exhibit Services Department for more information.

Rigging points at the New Orleans Ernest N. Morial Convention Center can vary considerably. Rigging of exhibit components,

trusses and hanging signs are only allowed above island booths. No hanging or rigging components can exceed the outer boundaries of the exhibit booth's perimeter or the safe loading of the facility ceiling.

Booth rigging components, including truss, lighting and signs, must conform to the rules, regulations and facility limitations of New Orleans Ernest N. Morial Convention Center and the AUA. Booth rigging designs must be submitted to the AUA and GES with the booth design, due by **March 4, 2022**. Information concerning rigging and loading can be obtained by contacting the GES National Service Center at 1-800-801-7648.

SECURITY

Security guards will be stationed in the S&T Hall from Monday, May 9 to Tuesday, May 17, to provide general security for the overall exhibit area. Exhibitors, however, are responsible for safeguarding

their material and equipment against theft. The AUA, GES and the New Orleans Ernest N. Morial Convention Center are not responsible for any loss, theft, or damage to exhibitor property.

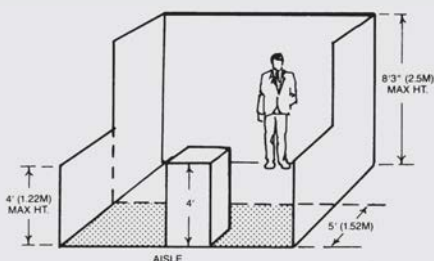
GRATUITIES

GES and the New Orleans Ernest N. Morial Convention Center request that exhibitors refrain from tipping their employees. Work rules prohibit the solicitation and/or acceptance of tips at the New Orleans Ernest N. Morial Convention Center.

Any discourtesies or attempts to imply that service will be expedited by tipping should be reported immediately to GES or Show Management.

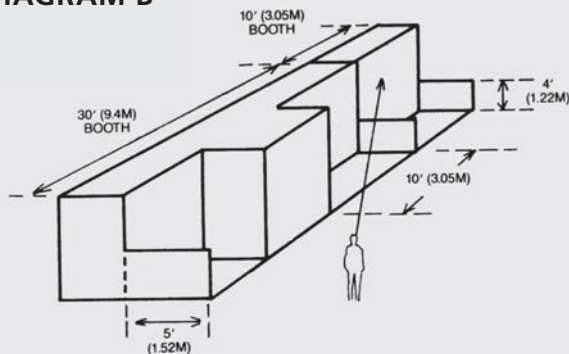
BOOTH DIAGRAM EXAMPLES

DIAGRAM A



Display fixtures over 4' (1.22M) high must be confined to that area of the booth that is at least 5' (1.52M) from the aisle line. Reprinted with expressed consent of IAEE from May 1995 Guidelines for Display Rules and Regulations

DIAGRAM B



Display fixtures over 4' (1.22M) high must be confined to that area of the booth that is at least 5' (1.52M) from the aisle line. Reprinted with expressed consent of IAEE from May 1995 Guidelines for Display Rules and Regulations

DIAGRAM C

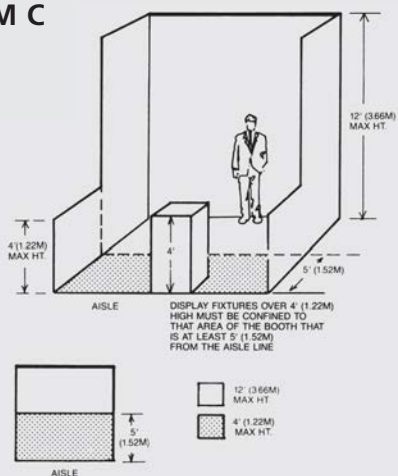
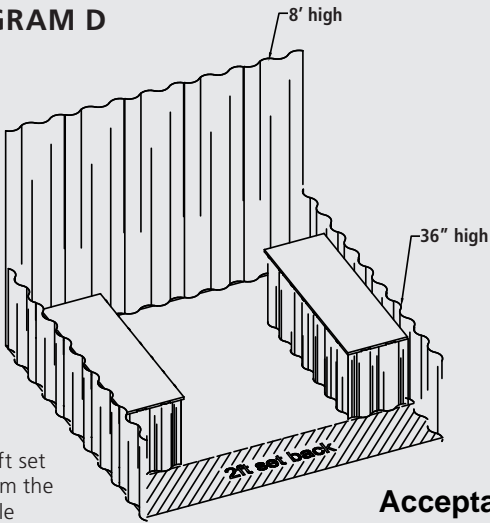


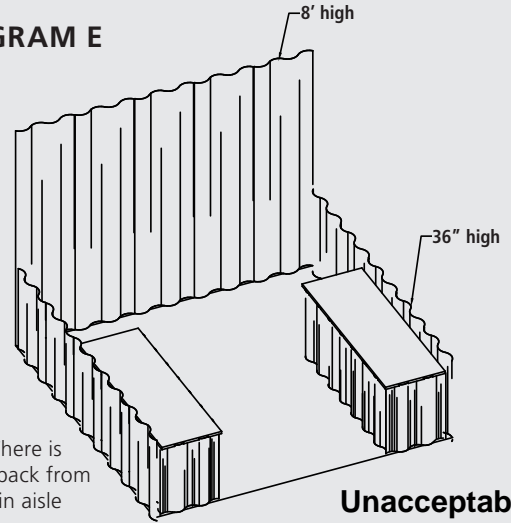
DIAGRAM D



Note: 2 ft set back from the main aisle

Acceptable

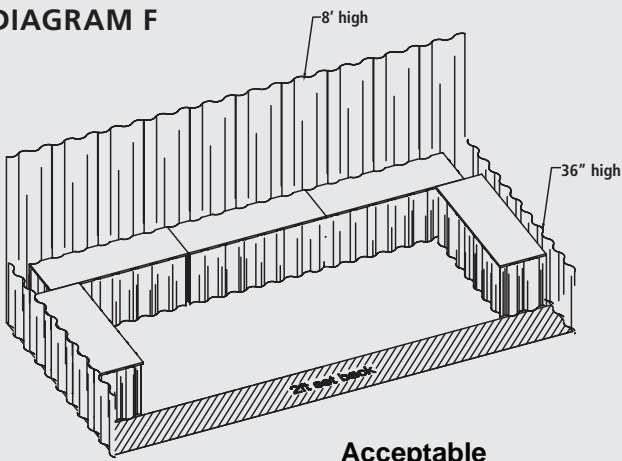
DIAGRAM E



Note: There is no set back from the main aisle

Unacceptable

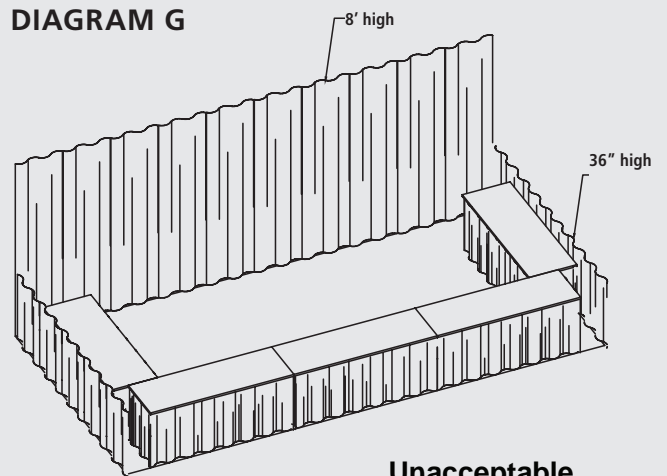
DIAGRAM F



Note: 2 ft set back from the main aisle

Acceptable

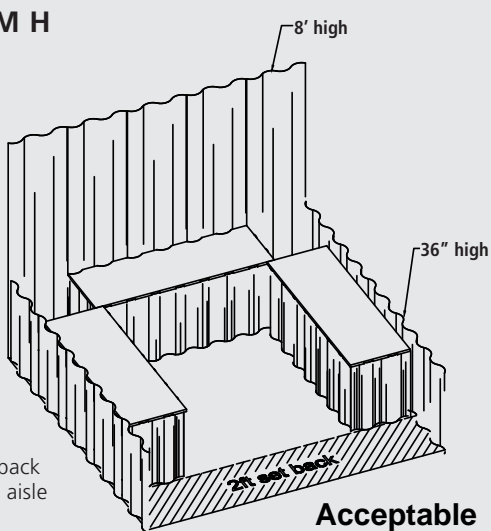
DIAGRAM G



Note: There is no set back from the main aisle

Unacceptable

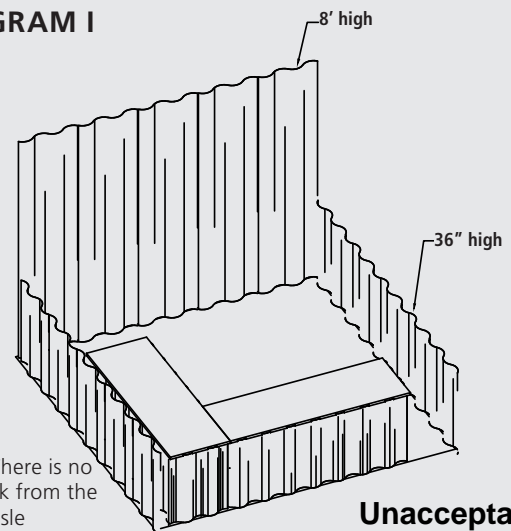
DIAGRAM H



Note: 2 ft set back from the main aisle

Acceptable

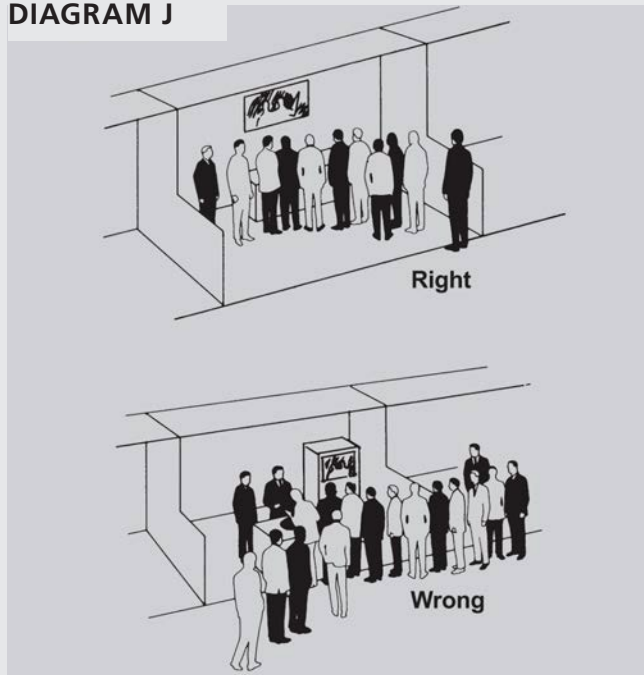
DIAGRAM I



Note: There is no set back from the main aisle

Unacceptable

DIAGRAM J



Reprinted with express consent of IAEE from May, 1995 Guidelines for Display Rules.

QUESTIONS?

AUA EXHIBITS MANAGER

DEIDRE JEFFERSON

DJefferson@AUAnet.org

410-689-4024

AUA SPONSORSHIPS

KEITH PRICE

KPrice@AUAnet.org

Phone: 410-689-3749

Fax: 410-689-3879

AUA EXHIBIT HOUSING

LIZ SELOVER

Operations@AUAnet.org

Phone: 410-689-3739

Fax: 410-689-3905

AUA EXHIBIT OPERATIONS

SIENA MANOOGIAN

Operations@AUAnet.org

Phone: 410-689-3728

Fax: 410-689-3905

GENERAL SERVICE CONTRACTOR

GES

7000 Lindell Rd

Las Vegas, NV 89118-4702

Toll Free 800-475-2098

Fax: 866-329-1437

Online: www.ges.com/chat

GES – INTERNATIONAL EXHIBITORS INFORMATION

Phone: 702-515-5970

Fax: 702-263-1520

FACILITY

NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER

900 Convention Center Boulevard

New Orleans, LA 70130

Online Ordering: <https://services.mccno.com/store/app85.cshml?AppCode=COE&CC=1&OrgCode=10>

AUA-2022 MAY 13-16
New Orleans

**FOR A FULL LIST OF
OFFICIAL VENDORS,
VISIT AUA2022.ORG.**